



**City of San Diego**

# **City of San Diego Office of Small Business Programs and Services**

**Presentation to Citizens Revenue Review  
and Economic Competitiveness Commission  
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# **Office of Small Business**

**The City of San Diego's Office of Small Business (OSB), created in January 1992, was the one of the first such offices created in California dedicated solely to helping small businesses.**

**OSB staff manage many of the City's small business programs aimed at enhancing economic opportunities for small businesses and revitalizing commercial neighborhoods.**



# **OSB PROGRAMS**

- **Business Improvement Districts (BIDs)**
- **Small Business Enhancement Program (SBEP)**
- **Economic Development & Tourism Support Program (EDTS)**
- **Maintenance Assessment Districts (MADs)**
- **Downtown Property Business Improvement District (PBID)**
- **Community Parking Districts (CPDs)**
- **Tourism Marketing District (TMD)**



# **SMALL BUSINESS ENHANCEMENT PROGRAM**

- **Governing document is Council Policy 900-15**
- **\$1.6 million for incentives, grants, and direct services**
- **Services and Information – “Small Business Ambassador”**
- **Small Business Development Program**
- **Storefront Improvement Program**
- **Citywide Grants**
- **Business District Programs**
- **Micro-district / Neighborhood Chamber Grants**



# **SMALL BUSINESS AMBASSADOR**

- **Mayor's Ambassador to small businesses and business support organizations**
- **Advocate for business needs**
- **Ombuds person for issues with City functions**
- **Staff to the Mayor's Small Business Advisory Board**
- **Coordinator of the Small Business Development Pilot**



# **SMALL BUSINESS DEVELOPMENT PILOT**

**A pilot program created to help small businesses become “contract ready” and able to successfully provide goods and services to the City.**

**Success will be measured by increasing the percentage of contracts awarded to small businesses.**

**This program complements other City efforts such as the “Small Local Business Preference Program”.**

**Other grant funds are being sought to expand the program.**





# **BUSINESS RESOURCE CENTER**

**Under development is a “one stop” resource center for businesses seeking assistance and information on the broad and diverse range of City programs and services such as business incentives to clean tech initiatives. Resources and services from partner organizations and government agencies will also be featured. With the Mayor’s support, a Federal grant of \$95,000 was solicited and awarded in FY2010 for this purpose.**



# **COMMERCIAL NEIGHBORHOOD REVITALIZATION**

- **Support of commercial neighborhood business programs and organizations such as the BIDs (\$1.2 million), MADs (\$3.2 million), and the Downtown PBID (6.1 million).**
- **SBEP grants and funding to the BID Council, micro-district organizations, and local chambers of commerce (\$0.8 million)**
- **Storefront Improvement Program and enhanced redevelopment area initiative (\$0.22 million)**





# **OSB HIGHLIGHTS**

**In Fiscal Year 2009, OSB staff assisted more than 5,000 individual businesses and more than 50 non-profit organizations which promoted tourism, developed economic opportunities, and provided clean and safe programs to more than 12,000 businesses in 20 neighborhoods . Staff managed almost \$40 million in public funds.**



# **Economic Development/OSB Staff**

**Beth Murray, Deputy Director, Economic Development**

**Meredith Dibden Brown – OSB Manager**

**Lisa Gordon – Small Business Ambassador**

**Alicia Martinez-Higgs – Community Development BIDs, CPDs, SBEP**

**Luis Ojeda – Community Development MADs, PBID, EDTS**

**Alissa Gabriel – Storefront Improvement Program**

**Suzanne Prevost – Admin Aide TMD**

**Luz Ramirez – Admin Aide SBEP, BIDs**

**Joy Cerin – Admin Aide MADs, PBID, EDTS**